RJ Reynolds
Tobacco Company

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To: R.C. Farmer

Dear Roger:

In my attempt to be more cost effective and time saving for our reps in the field, I am creating additional problems for Scott Steen and his part time budget. As you know, I recently had a sticker kicker promotion with SugarCreek store with details as follows:

- McLane makes distribution of RJR product and display.
- Scott Steen provides sticker and display in plastic bags to McLane for distribution to stores.
- Store Personnel places sticker on packages and places display. No additional cost for RJR are incurred and no field sales reps involved.
- My next promotion has been sold for Camel with 60 carton distributed per store with the same details as outlined above, with one exception. We need to identify on the sticker $0.80 off promotion. Problem being Monarch guns will not allow process to work and VPR are not available at $0.80 level.

In my attempt to overcome this problem, I have talked to Winston and I will attempt to talk to Melinda Simmons to see if I can receive 95 rolls of 600 per roll stickers with VPR ticketed at $0.80 off. However, the time frame is very short.

Roger, just wanted to keep you informed of this promotion. I will continue to refine.

Sincerely,

R.L. McComas
RLM:amm

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"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/glpm0000